

# BEIJING TODAY

## COMMERCE



June 6, 2014 • No. 678 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥3.00 (METRO & COMMERCE)

## Scenic places to cool off

June mark's Beijing's passage into the hottest days of the year. If you're looking for the perfect suburban retreat to cool off this weekend, head for one of these suburban waterfalls.

Page 6

Musikid helps indies back their art

Page 2

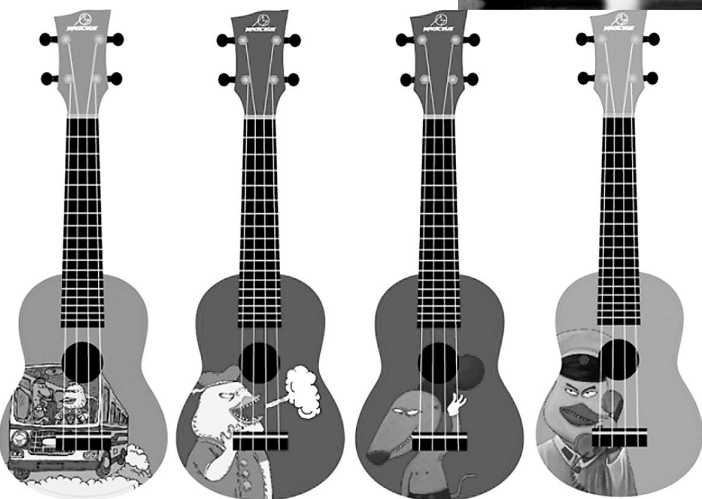
City pulls support for international ed

Page 3

# Musikid helps indie musicians back their art



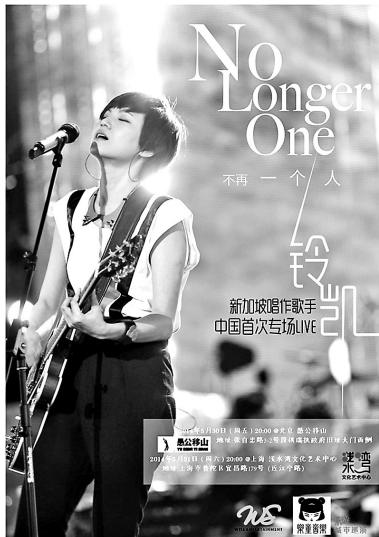
Zuo Ka band



Musikid produce peripheral products like Ukuleles and T-shirt.



Mo Xizi, indie musician



Ling Kai, indie musician



Musikid established a fund to support indie musicians.

Photos provided by Musikid

By BAO CHENGRONG  
Beijing Today Staff

Musikid, a domestic fan-supported music platform, is out to reshape itself as a professional online broker of independent musicians.

The platform provides an array of services for starving musicians, such as assisting them in organizing crowd funding campaigns, booking venues and selling tickets.

The shrinking recording industry has left more and more independent musicians out in the cold with no resources and weak connections to producers or agents. The hard situation inspired Zhao Hongwei to found Musikid in 2012.

Zhao built a community music website in the early stages of the project, though it soon closed due to problems with copyright infringement. That was when he decided to take a lesson from Kickstarter.

Musikid builds on Kevin Kelly's theory of "1,000 True Fans": that an artist only needs 1,000 true fans to be able to make a living. Zhao said it is not hard for China's independent artists to win enough fans to support their crowd funding efforts.

The first program promoted by Musikid was Tongsuan Radio, a popular Internet station for folk music. Under Zhao's advice, backers who offered 1,000 yuan were given the chance to carve

their names on a brick wall. Those who donated 5,000 yuan could win a free live show by the station's DJs in their own home.

The tiered rewards alone helped Tongsuan raise 50,000 yuan – about half of its goal.

More than 400 bands and independent radio stations have applied to raise money with Musikid. Zhao and his colleagues audit each proposal for its feasibility and do background checks on whoever is pitching it.

Zhao said those who succeed in getting the funds they need are interesting, present a good story and actively interact with their supporters.

Nikhil Potdar from Outloop Management said the main task for each funding attempt is to prepare an attractive and high quality video that focuses on the project's goal rather than the artist's best song or achievements.

As for whether to help a band raise funds or schedule a tour, Zhao said it depends on the number of participants. Musikid sets a threshold for participants in each city and invites fans to pre-order tickets. If the number of pre-orders is high enough in several cities, it begins to schedule a tour.

Among more than 90 crowd funding attempts, half have succeeded in raising more than 1 million yuan. Musikid collects a 10 percent commission on each

successful funding drive.

The bulk of its profits come from commissions, though it also benefits from peripheral sales of T-shirts, caps and necklaces.

Musikid offers two funding models: a Kickstarter-inspired system that disburses funds only if the group's goal is met and a presale system that ensures artists get the funds irrespective of whether their goal is reached.

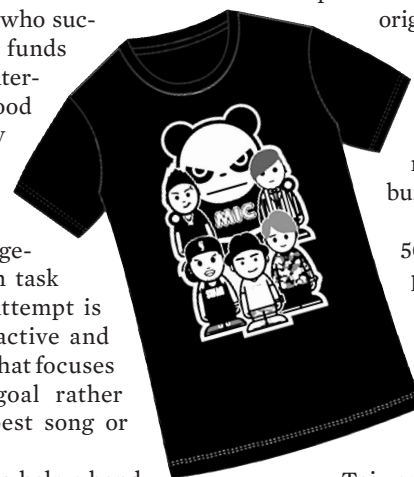
Zhao said he also plans to add a B2B platform to allow fans to support original music. When a musician gets 1 yuan from a fan, the fund will follow up by giving 10 yuan. The model is aimed to help newcomers find their first bunch of 1,000 true fans.

Musikid already has 50,000 registered users, 80 percent of whom are paid users.

Besides exploring the domestic market, Zhao is working on a "butterfly plan" that cooperates with Left Ear, a Taiwanese record label, to help organize and promote tours of Taiwanese artists on the mainland.

But Zhao said there are no plans to bring digital music to Musikid. Apart from his personal preference for physical records, Zhao said it is exceptionally hard to generate profits in the digital music market.

Live shows and memorabilia are still the most valuable sources of revenue in the industry, he said.



# City pulls support for int'l classes in public school

By BAO CHENGRONG  
Beijing Today Staff

The surge in students aiming to study abroad has driven international class expansion at Beijing's public schools in the last five years.

But international fever may be cooling off, as the Beijing Municipal Commission of Education has suspended its approval of new international classes at public high schools.

There were 22 international classes at public high schools by the end of last year, 16 of which were added in the last five years.

The trend is not limited to the capital or Shanghai: the number of international classes offered in second- and third-tier cities has also shot up. In Nanjing, the number of international classes has grown from one in 2002 to 18 in 2010.

Developing cities such as Guiyang, Urumqi and Yinchuan have also started to set up international classes.

But it's hard to assess what value these classes bring.

Cong, a student in a Project of Global Access (PGA) class at The Affiliated High School of South China Normal University, says the most important lessons he and his classmates learned were not in class but in social practice. While Cong was an intern at finance company, he experienced internal office politics. His classmates tried social practices in different areas, such as working at British children trustee center and doing business in Cambodia.

Enrolling in international schools often means giving up the chance to take the National College Entrance Exam. Students in AP classes especially have to give up the Gaokao, as they are already

expected to study for TOEFL, SAT and various AP tests.

Xiong Bingqi, vice dean of 21st Century Education Research Institute, said many "international classes" are lackluster and only exist because public school managers prefer to focus on exam-oriented education.

Course arrangement is purely utilitarian, Xiong said. Chinese administrators ask students to choose classes that are considered favorable by top universities and encourage them to apply there as part of a vanity project, he said.

Xiong said officials at the Vancouver Public Education Alliance (VPEA) were confused about why Chinese students were so averse to attending a college before university: the practice is common in Canada, where educators place a greater emphasis on students' creative capabilities.

Chen Zhiwen, editor of Eol.cn, said a few members of the CPPCC National Committee suggested limiting the expansion of international classes to "preserve China's educational sovereignty." Other opponents said that building international classes in state-run schools would waste the resources of state education.

Shanghai's municipal government has recently passed a policy that requires students to pay extra to attend international classes in public school.

Yang Fei, vice-president of DIPONT, said international classes were originally set up to support students who failed to get good grades in overseas training. Today, students choose them to find an alternate path to education.

But Chen Zhiwen said many public schools have no idea what an international course is and merely use them to cram for SAT and TOEFL.

Conditions are even more embarrassing for schools in the compulsory education stage.

Although some schools say they focus on international courses, they still require students to learn courses assigned by Ministry of Education to help them pass the unified exams for graduation. Schools that choose to focus mainly on international courses are unable to give students a school roll.

Wang Helin, a member of the China and Globalization Research Center, said the globalization of public education is lagging.

While educators scale back their focus on English education, they are ignoring China's great demand for creative international talents who can bridge cultures.



CFP Photo

# France cooperates with China's top online retailer

By LIU XIAOCHEN  
Beijing Today Staff

Chinese buyers who love French brands can soon buy their certified favorites through Taobao.

Alibaba Group announced the signing of the three-year letter of intent with the French government on May 16, the details of which would bring several French brands into China to sell on Tmall.

The French government aims to promote French products on Tmall's website and increase export opportunities for French companies from Chinese consumers.

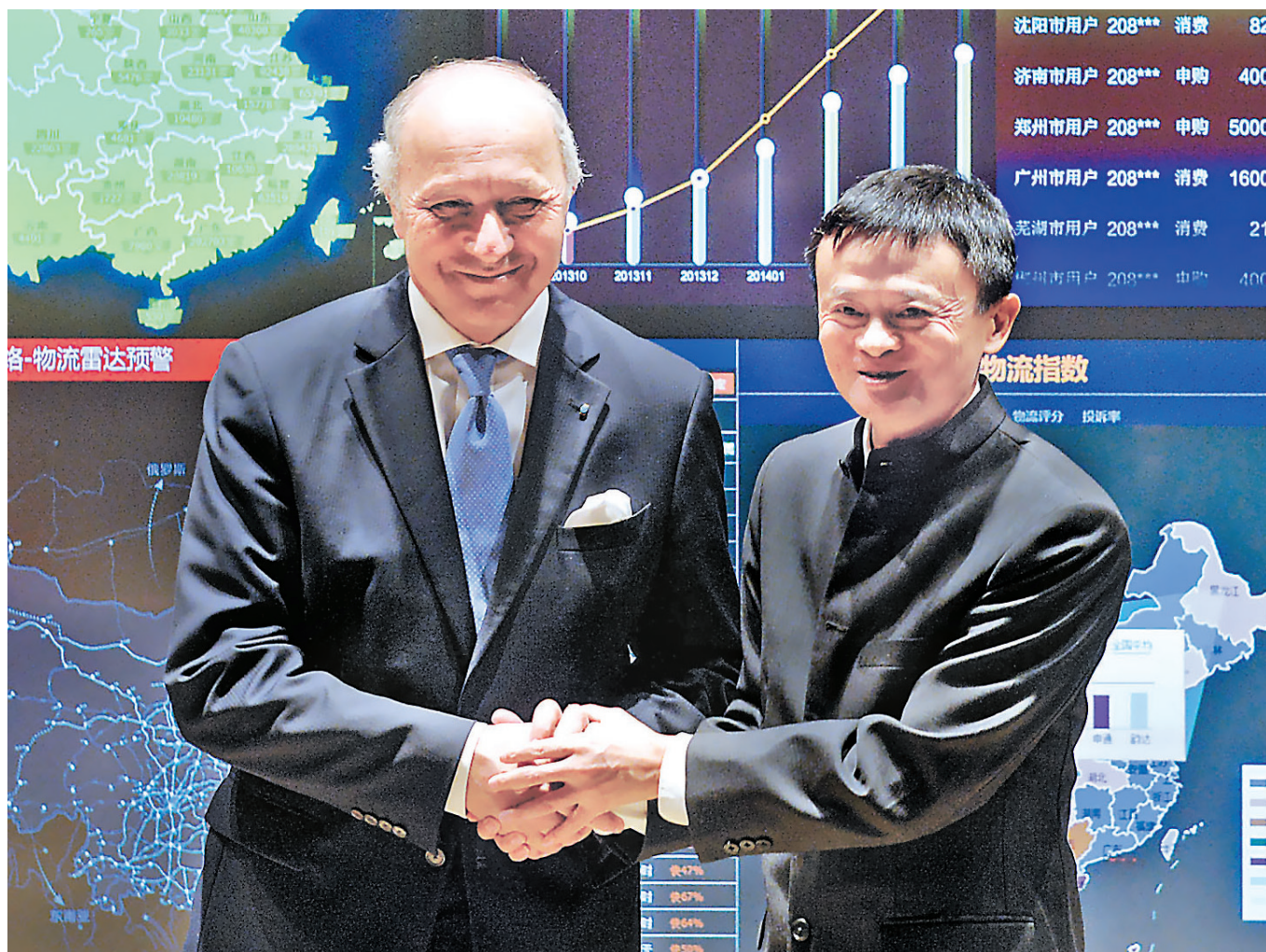
Alibaba Group will provide dedicated services, online promotion and marketing support for French companies, according to the agreement. At the same time, France will guide enterprises to enter the Chinese e-commerce market and increase their exports.

Alibaba Group's associate company Alipay and Chinasmart Logistics Network will provide payment and logistic support.

The cooperation is even more significant as 2014 marks the 50-year anniversary of diplomatic ties between the two countries. Laurent Fabius, French minister of Foreign Affairs, said the cooperation will help Chinese buyers to discover more safe French products.

Tmall has launched a new section to promote French brands such as L'Oreal, Evian, Biotherm, Lacoste, Le Coq Sportif, CLARINS and Decathlon. Louis Vuitton also signed with Alibaba Group to protect the brand's intellectual property rights.

This is not the first time that Alibaba Group signed agreements with other countries. British Prime Minister James Cameron and Alibaba's founder Jack Ma signed an agreement to cooperate last December. It aims to help the UK's smaller businesses introduce their quality products to Chinese consumers.



French Foreign Minister Laurent Fabius meets with Jack Ma, chairman and founder of the Chinese e-commerce company Alibaba, during a tour of their headquarters in Hangzhou on May 16.  
CFP Photo

During the last six months, British brands such as Burberry and ASOS have entered Tmall.

Ma started a journey around the world this March with stops in the US, France and Italy. The agreement with the French government is one of the results of this global journey.

"I believe that online shopping will affect more and more countries' economies and young people's lifestyles. This agreement shows the commitment of Alibaba Group and foreign trade entities to promoting global cross-border trade growth," Ma said.

Alibaba Group is planning more agree-

ments to introduce overseas goods and export domestic goods.

"We want to make this year's 'double eleven' (November 11) sale something done abroad. Whether in Europe or the US, we want to have some more influential agreements to plug our brand," said Tmall's CEO Wang Yulei.

## UK gov backs young Chinese entrepreneurs

By LIU XIAOCHEN  
Beijing Today Staff

British Trade International (UKTI) is recruiting participants for its Sirius Program, which sends graduates around the world to start their careers.

Chinese graduates who are dreaming of a career in the UK may have a chance to win the support of venture capitalists, professional guides, potential clients and employers.

The Sirius Program is one of the most comprehensive start-up support packages offered globally and the best in Europe. It brings together a mix of creative and innovative start-ups and multinationals

working together across the UK, including all kinds of creatives and innovators. It is designed to cultivate the next generation of successful entrepreneurs.

Enterprises are required to be totally owned by graduate teams with no equity taken. Applicants must be a team with two or three members. Applications are due by June 30.

There are two streams of acceptance with different entry questions and judging criteria. Students with a proof of concept, prototype or beta version of a startup can enter the Business Stream. Those with a concept they have yet to put into practice can try the Idea Stream.

Applications submitted online will

be judged by a panel of UKTI representatives, external experts, and accelerators. The results of their selection will be announced in September.

Selected teams must transfer their intellectual property to the UK through an Intellectual Property Agreement, set up a headquarters in the UK and stay on the accelerators' premises for the duration of the 12 months.

They can also receive financial support of £12,000, paid out in regular installments, and receive aid in visa applications, mentorship, networking and sourcing customers.

To obtain more information or apply, visit [siriusprogramme.com](http://siriusprogramme.com).

# Japan screens documentary series about the world of the stage



Stage photos from Theatre 1 and 2



Douban.com Photos

By LIU XIAOCHEN  
Beijing Today Staff

The Beijing Japanese Cultural Center and Penghao Theatre are screening a series of documentaries during the fifth Beijing Nanluoguxiang Theatre Festival.

Japanese documentary fans can see the films *Theatre 1* and *Theatre 2* on June 6 and 7.

Shot by director Kazuhiro Soda in 2012, the documentary won the youth jury award at the Three Continents Festival. The films follow Soda's three other documentary films *Campaign*, *Mental* and *Peace*.

Films will be screened with Chinese and English subtitles.

*Theatre 1* is a feature documentary which depicts the world of Oriza Hirata, leader of the theater company Seinendan. The film leads viewers to revisit such fundamental questions as what is theater and why do humans act?

"Human beings are all creatures who act," Hirata says. "The so-called 'true self' is just an illusion. We only have personas." He stays away from ideological expressions and focuses on the "accidents" hidden in everyday life.

Hirata's dialogues are written in plain speech as opposed to formal, "theatrical" language and his actors reproduce ordinary behavior rather than stylized movements and actions.

Hirata's theory of drama and its practice have had a revolutionary impact upon con-

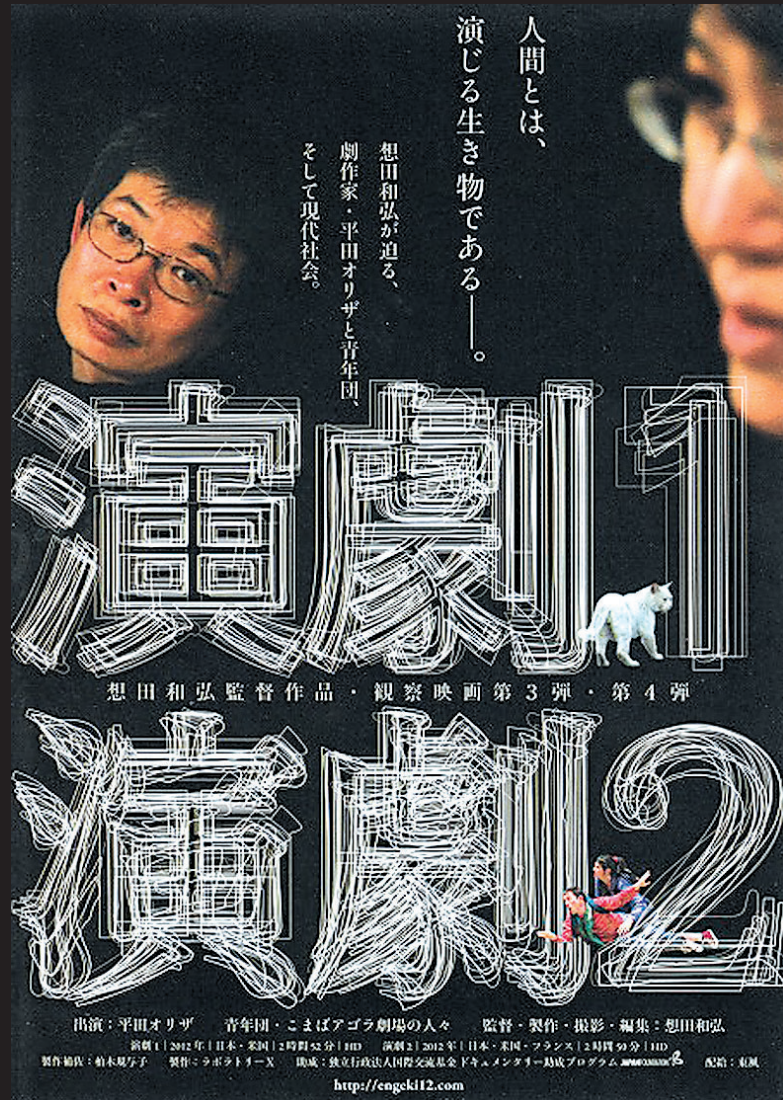
temporary Japanese theater, and their reputation has been growing worldwide. Seinendan has fostered numerous award-winning playwrights, including Shiro Maeda, Yukio Shiba, Shu Matsui and Junnosuke Tada, as well as film director Koji Fukada.

*Theatre 2* reexamines the relationship between theater and society and, through this, society and the arts. It describes how Hirata supports his art and his not-so-commercial company in today's highly capitalist society.

With 60 actors and 20 staff members, Seinendan is a large company based at the Komaba Agora Theater in Tokyo. To optimize the audience experience, they do not perform in theaters with more than 200 seats nor do they work with celebrity performers.

It is virtually impossible for Seinendan to survive on box office income alone. The group relies upon grants from the government and cultural foundations. But because of the long economic depression and the government's financial difficulties, arts-related grants are shrinking year by year.

To compensate, Hirata runs drama education programs that cater to children and meets with lawmakers and government officials who are involved in cultural policy. He uses every opportunity to champion the case for theater arts as a means to revitalize local communities, promote international exchange and build the foundation of a nation.



Penghao Theatre

Where: 35 Dongmianhua Hutong, Xicheng District

When: June 6, 6:30-9:30 pm; June 7, 10 am-1 pm

Price: Free

## Canada adds four new trade offices in China

By LIU XIAOCHEN  
Beijing Today Staff

Edward Fast, Canada's Minister of International Trade, announced Canada will add four more trade offices in China to support Canadian companies exploring business opportunities in the nation's second largest trading partner.

China is Canada's second largest export market. Exports in 2013 exceeded CA \$20.5 billion, growing 5.8 percent compared with 2012 and accounting for 83.7 percent of the past five years of exports.

According to the Canadian global market action plan, Canada is allocating



Canadian government will add four trade offices in different parts of China. CFP Photo

resources to its primary market through redeployment and enhancing its trade commissioner service network.

In order to support Canadian enterprises in their development, Fast also announced plans to place 25 trade commissioners in Canadian business associations to learn more about the demands of the export industry and coordinate the Canadian government's trade promotion services and activities.

The four new trade offices will open this autumn. They are located in the east, central, northeast and south China. Each is focused on different industries, such as medical technology, information technology, food processing, agriculture, biotechnology, automobile, electricity, chemical processing, green

technology, communication, aerospace and pharmaceuticals.

"Expanding business in China helps to promote the export of small and medium-scale Canadian enterprises and to create opportunities for local jobs," Fast said. "It is our top priority to provide tools and support for Canadian labors and enterprises' achieving success in global markets."

Canada maintains an embassy in Beijing and consulates in Chongqing, Guangzhou, Hong Kong and Shanghai. Since 2009, Canada's six trade offices in Chengdu, Nanjing, Qingdao, Shenyang, Shenzhen and Wuhan have all been provided with trade commissioners.

# Cool off at the capital's scenic waterfalls

By LIU XIAOCHEN  
Beijing Today Staff

June marks Beijing's passage into the hottest days of the year. If you're not interested in strong sunshine and unwilling to stay home for the holidays, the city's suburbs offer a retreat.

The suburbs are a great place to hike, boat and observe waterfalls. The city is surrounded by seven waterfalls and their cool mist offers a welcome relief from the heat.



View of a waterfall in Jingdu Diyi Falls

CFP Photos



## Jingdu Diyi Falls

Jingdu Diyi Falls is loosely translated as "the capital's best waterfall." Located in Miyun County's Shicheng Township, it is the city's largest waterfall by volume.

The falls are surrounded by dense forest that connects to scenic areas such as Taoyuan Xiang, Heilongtan, Yunmeng Mountain National Forest Park, Qinglianggu and Jinglinggu.

Summer is the best time to travel to Jingdu Diyi. Streams are gurgling continuously throughout the year, and the water falls down from the cliff in a diffuse mist. On sunny days, visitors can see many rainbows in the waterfall.

The entire scenic area is 3 square kilometers. It includes 10 pools with peculiar shapes, the largest of which is Qinglongtan. Among them are four waterfalls more than 10 meters high and another three 5-meter falls.

The area hosts outdoor music and bonfire parties every year with country, jazz and rock performances. The waterfall fireworks show appears every night.

## Tianxian Falls

Tianxian Falls is also located in Shicheng Township of Miyun County on the north end of Mt. Yunmeng. The north-south stream snakes through rock and forest to connect more than 20 famous scenic spots, the most famous of which is the Three Waterfalls.

The falls originate on the northern peak of Mt. Yunmeng and pools along the way feed several more waterfalls. Wangxian Falls 60 meters high and the Jingxian Waterfall is 115 meters high. Wangxian Waterfall, Jiexian Waterfall and Jingxian Waterfall are the three most famous waterfalls on the trip, and together descend 310 meters.

Lush trees and flowers surround Tianxian Falls, and there is greenery all year round.

## Hudongshui

Hudongshui scenic area is one of the key tourist spots in Pinggu District. It is located in the northeast of Pinggu District in Huangsongyu. The Hudongshui scenic area is in a 10-meter canyon with a tourism area that covers 9 square kilometers. This place is named for its mountain caves.

Many small waterfalls flow in this area during summer. There are three caves on the high cliffs of the mountain and pavilions on the left side of the road. Visitors can see some arhat statues on the right side.

The most spectacular view in Hudongshui is an 800-step stone road that ascends to a temple. Visitors can pick mulberries from the trees for free in mid-June.

## Yougu Shentan

Yougu Shentan is located in the northeast of Huairou District. Because of its special geographical location, the peculiar structure, rich mineral resources and local legends make it a rich tourism landscape.

The scenic area has fresh air and is a good place for tourists to head on an adventure.

A steep ladder leads up to a 80-square-meter pool fed by several falls. The sound of water striking the granite cliffs fills the whole valley.

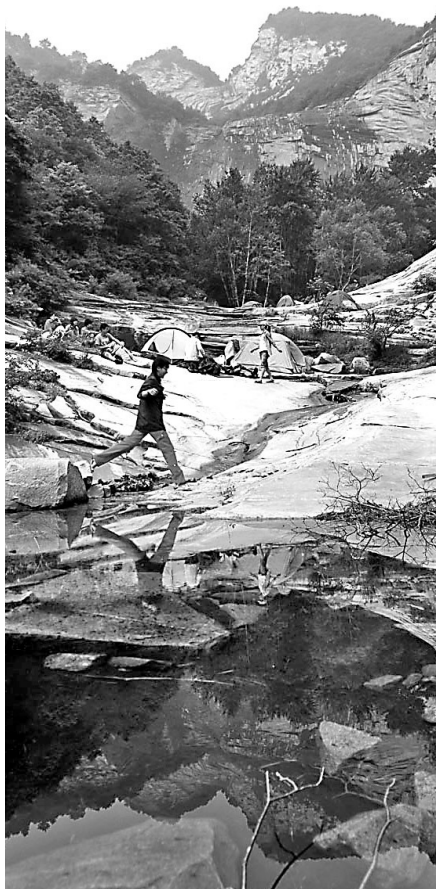
There are more than a dozen sites of interest in the scenic area.



Views at Hudongshui



Jingdu Diyi Falls



Views at Tianxian Falls

## Sport

### Maserati Metropolitan Polo Classic 2014 held in Tianjin



The final match of the Maserati Metropolitan Polo Classic 2014 concluded at Tianjin Golden Metropolitan Polo Club on June 2. The intense match saw Team Maserati prevail over Team Fortune Heights 10-8, taking home the Maserati Metropolitan Polo Classic trophy for the second time.

Team Gulfstream triumphed over Team FIPA Maritime in the fierce battle for third place last Sunday.

The four teams who competed in this year's tournament included several world-ranked players with a 24-goal handicap total on each team. Some were celebrated names from distinguished polo families.

## Music

### Black VA Group EP release show

Black VA Group was founded by four musicians in June 2011. They create a world of novel sounds and mocking lyrics. Their imaginative songs capture the feelings of modern society.

Their arrangement is built on a rhythm pounded out of industrial materials including steel boards, springs, PVC pipes and iron chains. The unique arrangement also involves a vigorous bass groove and prissy guitar riffs. The addition of a synthesizer makes it a truly original sound.

The group's music style is a fusion of rock, blues, funk, Beijing opera, electro, new wave, psychedelic



rock, post rock and progressive rock.

**Where:** 202, Bldg B, 206 Gulou Dong Dajie, Dongcheng District

**When:** June 7, 10 pm-2 am

**Cost:** Free

**Tel:** 13426070554

**Email:** templebarlivehouse@hotmail.com

### Goethe-Institut China presents Die Sterne

Germany rocks! The Goethe-Institut China is inviting locals to a free indie rock concert by German band Die Sterne at Yugongyishan.

The Band is one of the most important representatives of the so-called "Hamburger Schule," a movement that combines smart lyrics with elements of punk and experimental pop.

Don't forget your dancing shoes and get ready to move to the band's special blend of indie rock, groove and funk.

**Where:** 3-2 Zhangzizhong Lu, Dongcheng District

**When:** June 8, 10-11 pm

**Tel:** 8640 42711

**Email:** info@yugongyishan.com



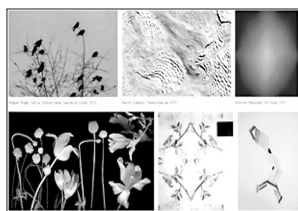
## Art

### The Clearing in the Forest

This exhibition shows the work of six artists linked, by birth or residency, with the Spanish region of Cantabria, whose characteristic landscape is the Atlantic forest.

The work of these six artists is presided over by formal interests, but it is imbued with universal aspirations of signification. Their pieces capture the light of a typically artistic intelligence and seek to express a personal relationship with nature. Full of references to plant life, they appropriate the power of contemplating nature.

Nature is present in the leaves developed by the whirlwinds of Nacho Zubelzu, in the clutter of tree tops of Miguel Ingel



García, in the symmetrical patterns of Vicky Kylander, in the cartographic forms of Vicky Uslé, in the abstract blooms of Antonio Mesones, in the idealized still lifes of Carmen Van den Eynde. Nature and light.

**Where:** Instituto Cervantes, 1A Gongti Nan Lu, Chaoyang District

**When:** Through July 31, 10 am-7 pm

**Tel:** 5879 9666

**Web:** pekin.cervantes.es

### Sculptor's solo exhibition highlights Wine-related art

The wine-bottle shaped sculptures painted with golden pigment stand out among the exhibits on display at A12T Contemporary Art Center.

"China's wine industry is developing quickly, and more and more vintners from all over the world are swarm into the market," said Jiao Xingtao, the sculptor.

His works express the booming development of the wine industry in China. The exhibition is sponsored by AXA Millelimes. Sauternes is its competitive wine brand in the China market.

**Where:** A12T Contemporary Art Center, D-06, 798 Art Zone, Jiuxianqiao Lu, Chaoyang District

**When:** May 21 - June 3

**Tel:** 8312 3450

**Web:** a12t.com.cn



## Community

### Translation Race



This event brings together native speakers of English and Mandarin to form small teams and take part in a two-hour translation race followed by discussion and analysis. Participants can translate Chinese to English or English to Chinese. Interested participants should email [info@chinabookworm.com](mailto:info@chinabookworm.com) to register.

The Marco Polo Project is a Melbourne-based non-profit organization that explores innovative models for cross-cultural understanding and language learning between China and the West. In particular, it has developed a website where a selection of original, new writing from China is published.

**Where:** XP, at the intersections of Di'anmen Wai, Nei, Dong and Xi Dajie

**When:** May 31, 10 pm-midnight

**Tel:** 6406 9947

**Cost:** 60 yuan (door); 50 yuan (student)

**Website:** [site.douban.com/xpbeijing/](http://site.douban.com/xpbeijing/)

### The 3rd Beijing Environment and Healthy Lifestyle Fair



The first Beijing Environment and Sustainability Fair event, held last June 15, was such an amazing success that both exhibitors and visitors asked the organizers for a second event.

The Third Fair has been slightly modified and is anticipating an even better gathering. Its theme has been changed to Environment and Healthy Lifestyle to encompass even more of the things that are important for people living in Beijing.

The event is family-friendly, with plenty to look at and something for every taste. Exhibitors range from air filter companies to organic vegetables, from traditional Chinese medicine to international hospitals, from water filters to sustainable folk handicrafts, and from natural cosmetics to healthy and delicious foods.

In fact, it includes everything one needs to know about living a healthy lifestyle in Beijing.

**Where:** Floor 2, Hilton Beijing, 1 Dong Fang Road, North Dongsanhuan Lu, Chaoyang District

**When:** June 7, 10 am-5 pm

**Cost:** Free

**Tel:** 5240 1938

# Espring Water Purifier Performance

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring™ Systems extensively to verify performance claims.

## Ultraviolet Light Technology Performance Claims

- Certified by NSF International under NSF/ANSI Standard 55
- Based on third party testing, eSpring delivers a UV dose of 40 mJ/cm<sup>2</sup>, which is capable of destroying more than 99.99 percent of waterborne disease-causing bacteria and viruses

## System Performance Claims

- The cartridge treats 5,000 liters of water or one year
- Convenient, replaceable all-in-one filter and UV lamp cartridge
- More convenient than bottled water
- Easily attaches to most standard kitchen water faucets without special tools or plumbing connections
- System monitor indicates remaining carbon filter and UV lamp life
- Uses exclusive, patented technology.

## Exceeding the Highest Industry Standards

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring™ Water System, but it's not the only reason. From the certifications it has received, to its performance and technology, this is why eSpring is the best choice for quality water.



## Amway Espring Wins Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company Year Award for Fourth Time

Industry analysts at Frost & Sullivan measure performance through in-depth analysis and extensive research to identify best practices in the water filtration industry. On November 6, 2013, for the fourth year in a row, they awarded Amway the 2013 Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company of the Year Award for promoting high water quality standards in the Asia-Pacific region.

**Mobile:** 18861603518

**Email:** sallytt007@hotmail.com

北京港澳中心瑞士酒店  
swissôtel BEIJING  
HONG KONG MACAU CENTER

Enjoy any beverage

**BUY ONE GET THE SECOND  
ONE FREE DURING  
HAPPY HOUR**

from 4pm to 6pm daily

Our Garden Bar offers the perfect choice for you

**TO HOLD COOPERATE  
EVENT AND PRIVATE PARTY**

A relaxing dining area for barbecue,  
buffet and cocktail party

The Beer Garden opening time:  
daily 11:00 am to midnight

For inquires & reservation:

**65532288 – 2161**

